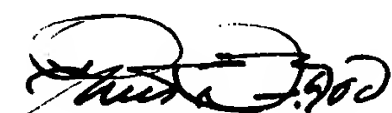
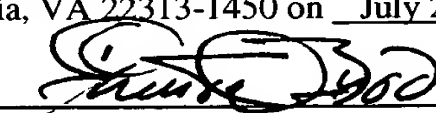


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|--|--|-------------------------------|---|---------------------------------------|-------------|--------------------------|
| AMENDMENT TRANSMITTAL LETTER | | | | ATTORNEY'S DOCKET NO.: 0010-3 | | |
| SERIAL NUMBER: 09/909,643 | | FILING DATE: July 20, 2001 | | EXAMINER: Jeffrey D. Carlson | | GROUP ART UNIT: 3622 |
| INVENTION: DIRECT INTERNET ADVERTISING | | | | | | |
| INVENTOR(s): Andrew S. Kanter | | | | | | |
| TO THE ASSISTANT COMMISSIONER FOR PATENTS: Transmitted herewith is an amendment in the above-identified application. The fee has been calculated as shown below. | | | | | | |
| CLAIMS AS AMENDED | | | | | | |
| (1) | (2) CLAIMS REMAINING AFTER AMENDMENT | (3) | (4) HIGHEST NUMBER PREVIOUSLY PAID FOR | (5) NO. OF EXTRA CLAIMS PRESENT | (6) RATE | (7) ADDITIONAL FEE |
| TOTAL CLAIMS | 19 | MINUS | 20 | 0 | X \$25 | 0.00 |
| INDEP. CLAIMS | 4 | MINUS | 4 | 0 | X \$100 | 0.00 |
| TOTAL ADDITIONAL FEE FOR THIS AMENDMENT | | | | | | \$ 0.00 |
| <p>* If the entry in column 2 is less than the entry in column 4, write "0" in column 5. ** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, write "20" in this space. *** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, write "3" in this space.</p> <p><input checked="checked" type="checkbox"/> No additional fee is required.</p> <p><input type="checkbox"/> Charge \$ _____ to Deposit Account No. _____. A triplicate copy of this sheet is enclosed.</p> <p><input type="checkbox"/> The undersigned petitions for any extension of time for filing this document required under 37 C.F.R. 1.136 and submits a check for \$ _____ to cover the extension fee. A triplicate copy of this sheet is enclosed.</p> <p><input type="checkbox"/> Charge any additional fees to Deposit Account No. 01-1125</p> <div style="display: flex; justify-content: space-between; margin-top: 20px;"><div style="width: 45%;"><p style="text-align: center;">July 27, 2006 _____ Date</p><p style="text-align: center;">(908) 901-0220 _____ Phone</p></div><div style="width: 45%; text-align: center;"><p> _____ Signature</p><p>Ernest D. Buff _____ Attorney Name</p><p>25,833 _____ Reg. Number</p></div></div> | | | | | | |
| <p>I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on <u>July 27, 2006</u>.</p> <div style="display: flex; justify-content: flex-end; margin-top: 20px;"><div style="width: 45%; text-align: center;"><p> _____ (Signature)</p><p>Ernest D. Buff _____ Attorney of Record</p><p>July 27, 2006 _____ (Date)</p></div></div> | | | | | | |



THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Andrew S. Kanter Group Art Unit: 3622
Serial No.: 09/909,643 Examiner: Jeffrey D. Carlson
Filed: July 20, 2001
For: **DIRECT INTERNET ADVERTISING**
Docket No.: 0010-3

Bedminster, NJ 07921
July 27, 2006

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

AMENDMENT UNDER 37 CFR 1.116

In response to the Office Action dated June 9, 2006, kindly amend the above-identified application as follows:

Amendments to the Claims are set forth in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 9 of this paper.